



## DRIVING IMPACT OF OUR CLIENT'S POSM IN SARI-SARI STORES

### THE CHALLENGE

- Determine which set of POSM designs and placements would maximize shopper's attention, engagement & purchase at the overcrowded sari-sari store in Philippines

## BRANDSCAPES INSIGHTS

- Generic insights about shopper
- They spend more time in the store than outside making the interior a vital activation zone
- POSMs certainly drive awareness and visibility, however engagement and conversion impact is less
- They seldom found new news in POSMs displayed at sari-sari stores
- Specific insights about our POSM designs & placements
- Which elements in the POSM were working to dial up attention, engagement & purchase
- What kind of impact placement had on the key KPIs

## MARKETING ACTIONS

- Posters were improved, borrowing from star elements of our competitor's POSM
- The role of different elements & how to leverage them was perfectly understood

## OUTCOME

- Client was able to use the best POSM combination to activate different sari-sari stores